

# ORDER



**Orders**  
**Order / Rev:** 705691  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 11594  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Media Strategies & Research/ POL  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** FL Vote No on 6 Committee  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$80,210.00	\$68,178.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$80,210.00	\$68,178.50	0.00
<b>Totals</b>	<b>56</b>	<b>\$80,210.00</b>	<b>\$68,178.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTSP	10/30/12	11/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			4		\$250.00		0.00				
N 2	WTSP	10/29/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M--F--			2		\$250.00		0.00				
N 3	WTSP	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$250.00		0.00				
N 4	WTSP	11/03/12	11/03/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$160.00	P-4	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$160.00		0.00				
N 5	WTSP	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$800.00		0.00				
N 6	WTSP	10/29/12	11/02/12	Price Is Right Price Is Right	CM	11a-12p	MT-TF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-TF--			4		\$900.00		0.00				

Order / Rev: 705691  
 Alt Order #:  
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee  
 Product Desc:  
 Estimate: 11594

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M- - - - -	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$900.00			0.00			
N 8	WTSP	10/29/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M- W- - - -	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- W- - - -		2			\$900.00			0.00			
N 9	WTSP	10/29/12	11/02/12	M-F 4-5p Dr. Phil	CM	4-5p	- TWTF- -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -		4			\$800.00			0.00			
N 10	WTSP	11/05/12	11/05/12	M-F 4-5p Dr. Phil	CM	4-5p	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$800.00			0.00			
N 11	WTSP	10/29/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF- -	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$550.00			0.00			
N 12	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$550.00			0.00			
N 13	WTSP	10/29/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF- -	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$550.00			0.00			
N 14	WTSP	11/05/12	11/05/12	M-F 530-6p 10 News at 530p	CM	530-6p	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$550.00			0.00			
N 15	WTSP	10/29/12	11/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M- - - - -	:30	1	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$1,000.00			0.00			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$1,000.00			0.00			
N 16	WTSP	10/31/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M- W- - - -	:30	2	\$2,600.00	P-3	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	M- W- - - -		2			\$2,600.00			0.00			
N 17	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	- T- - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- - - -		1			\$10,000.00			0.00			
N 18	WTSP	11/01/12	11/01/12	Thu Prime C Elementary	CM	Thu 10-11p	- - - T- - -	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - T- - -		1			\$8,000.00			0.00			
N 19	WTSP	11/02/12	11/02/12	Fri Prime A CSI: NY	CM	Fri 8-9p	- - - - F- -	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F- -		1			\$6,000.00			0.00			
N 20	WTSP	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	Sun 10-11p	- - - - - S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$7,000.00			0.00			
N 21	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF- -	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00

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 Alt Order #:  
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Advertiser: FL Vote No on 6 Committee  
 Product Desc:  
 Estimate: 11594

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$2,000.00		0.00			
N22	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N23	WTSP	11/03/12	11/03/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
N24	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
N25	WTSP	10/29/12	11/02/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$700.00		0.00			
N26	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N27	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
													Totals	56	\$80,210.00